

**REMARKS**

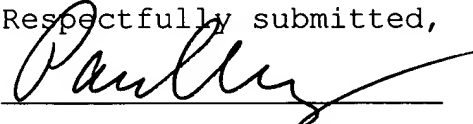
Claims 1-3 and 6-10 stand rejected under 35 USC §103(a) as being unpatentable over Briechle in view of Park. Claims 4-5 stand rejected under 35 USC §103(a) as being unpatentable over Briechle in view of Park and further in view of IBM.

Applicant has cancelled claims 1-10 and submitted new claims 11-22 to further distinguish over the cited references.

The references fail to teach an ESL having separate and opposing displays that are individually updated by control circuitry in the ESL.

Applicant respectfully requests that the claims be allowed.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Paul Martin", is written over a horizontal line.

Paul Martin  
Attorney for Applicant  
(937) 445-2990

Dayton, OH

**MAR 19 2004**